

Application ref: 2023/4721/L
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Date: 22 March 2024

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KS DESIGN
4 Dover Close
Clacton on Sea
CO15 1XF
United Kingdom

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:

**50 Earlham Street
London
Camden
WC2H 9LJ**

Proposal:

Installation of an advertising banner to existing flagpoles for a period of 12 months
Drawing Nos: 319.22/820A (exist and propo), block plan, site location plan

The Council has considered your application and decided to grant Listed Building Consent subject to the following condition(s):

Conditions And Reasons:

- 1 The works hereby permitted shall be begun not later than the end of three years from the date of this consent.

Reason: In order to comply with the provisions of Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans:

319.22/820A (exist and propo), block plan, site location plan

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

- 3 All new work and work of making good shall be carried out to match the existing adjacent work as closely as possible in materials and detailed execution.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

- 4 The banner hereby permitted is for a temporary period only and shall be removed on or before 15 March 2025.

Reason: The banner is not such as the local planning authority is prepared to approve, other than for a limited period, in view of its appearance. The permanent retention of the structure would be contrary to the requirements of policies D1 and D2 of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 The site is part of a former brewery of the mid-19th century, now a bar, listed grade II and making a positive contribution to the Seven Dials Conservation Area.

The applicant wishes temporarily to display a banner advertising a bar on a pair of existing prongs associated with previous temporary permissions.

A proposal to hang a second banner on the Shelton Street end of the premises has been withdrawn, owing to the comparatively unspoilt nature of Shelton Street. Additionally, the quality of the materiality of the banner has been improved.

Any works other than those specifically shown in the consented drawings are unauthorised. If further works are found to be needed, the permission of the council's conservation team must be obtained in writing, and further listed building consent may be required.

The proposed works will not harm the special interest of the listed building.

The application has been advertised in the press and by means of a site notice, whereby there were no consultation responses. The CAAC has responded with no comment. The site's planning history has been taken into account in making this decision.

Particular attention has been paid to the desirability of preserving the special interest of the listed building, under s.16 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory

Reform Act (ERR) 2013

As such, the proposal is in general accordance with policies D1 and D2 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021.

- 2 You are advised that any works of alterations or upgrading not included on the approved drawings which are required to satisfy Building Regulations or Fire Certification may require a further application for listed building consent.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2021.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer